

BEST INTRANET

UCLA Health Develops Innovative Internal Platform to Build a Sense of Community and Combat Burnout

PROBLEM

In January 2022, UCLA Health welcomed E. Dale Abel, MD, PhD, as new Chair and Executive Medical Director of the Department of Medicine (DoM). With more than 10,000 faculty and staff across Southern California, the DoM is UCLA's largest department.

We understood that a change in leadership can be a culture shock to an organization. Nor is it easy to communicate effectively with a large department in an even larger hospital system. In listening sessions with faculty and staff, we heard that people were feeling burned out. They needed to know they were valued, seen, respected and heard.

We realized we needed a new communication platform that could help build a sense of community and renew our employees' energy and faith in their work and UCLA Health.

INSIGHT

OUR VISION FOR THIS NEW PLATFORM WAS:

- A central location where faculty and staff could go to find out what was happening internally
- Grass roots content that was transparent and not corporate or stuffy
- Messages that celebrated the accomplishments of individuals and teams

Though our primary audience was DoM faculty and staff, we also wanted a site that was accessible to other internal and external stakeholders. A public platform was also important so potential faculty and staff could find us and say, "There's a place for me at UCLA Health."

SOLUTION

Our solution was a DoM platform directed toward the physician scientist but also accessible to all DoM staff. The cornerstone of the platform is a weekly personal message from Dr. Abel aimed at making people feel valued and part of a larger mission.

Faculty and staff connected to the DoM receive a link to Dr. Abel's weekly message via email on Monday mornings. These warm and authentic messages also help people discover the platform and all the useful content that's available, such as:

1 ANNOUNCEMENTS:

This section includes the news of the day and showcases the many awards, appointments and grants UCLA Health faculty receive.

2 PUBLICATIONS:

As an academic medical center, we want our faculty and staff to know about the latest advances in research and patient care.

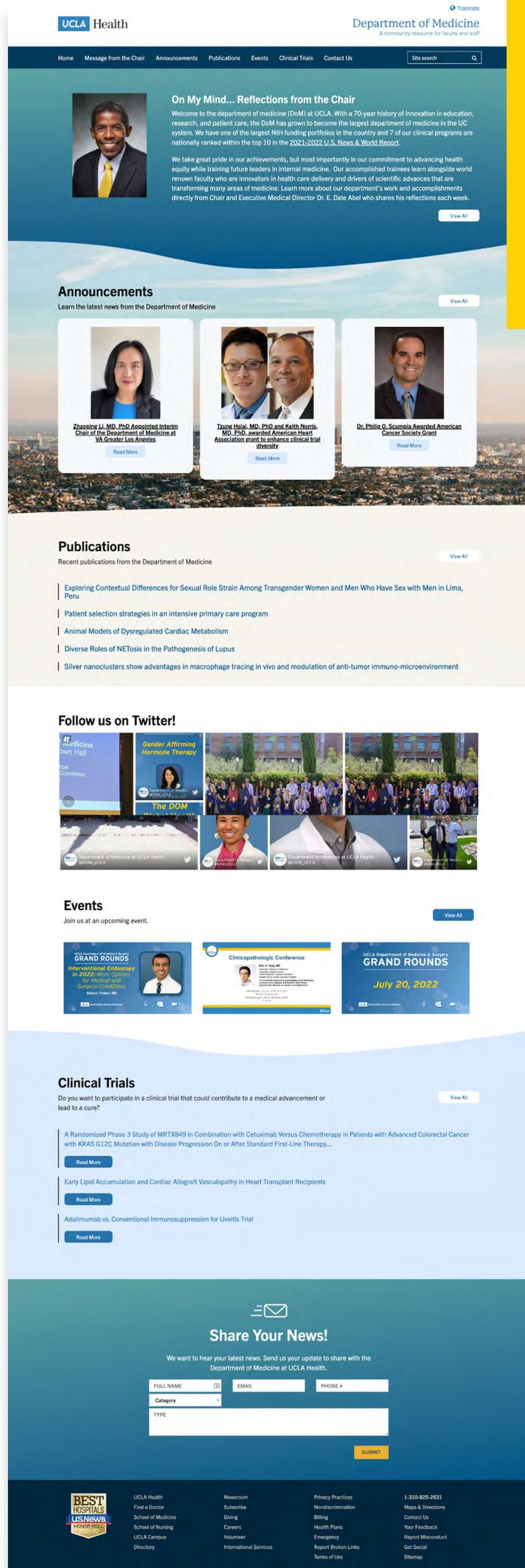
3 EVENTS:

This is where people can find out what's happening at UCLA Health and how to attend.

4 CLINICAL TRIALS:

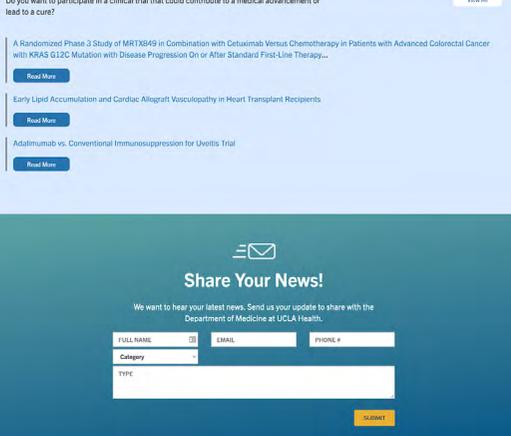
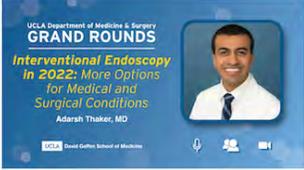
This section lists new clinical trials opening up to give eligible patients access to the latest treatments and devices.

We also routinely share content on a dedicated DoM Twitter to help extend our reach to the broader UCLA Health community and beyond.



Events

Join us at an upcoming event.



METRICS

To date, Dr. Abel has published **26** weekly messages on the DoM platform. We post news that people send in and are actively populating the other sections of the platform.

FACULTY AND STAFF ARE REACTING POSITIVELY TO THIS NEW COMMUNICATION APPROACH:

From custodial staff to department heads, people say they love to read Dr. Abel’s messages and feel a connection to him through this platform. One employee said, “When you read Dr. Abel’s messages, it’s like you’re having a conversation with him. I feel his warmth.”

When we visit the community clinics, people tell us that they enjoy knowing what’s happening within their division and what their colleagues are up to.

People are excited about the research section and the ability to filter by specialty.

Our new platform is the right tool at the right time. We listened to our employees’ concerns and crafted content that has helped create unity in the wake of the pandemic and at a time of leadership transition and change.